

A nighttime photograph of a city street, likely Queen West in Toronto. The scene is illuminated by streetlights and building lights, creating a vibrant urban atmosphere. In the foreground, a building features a large mural of a hand reaching out. The background shows a mix of modern high-rise buildings and older, colorful brick structures.

# TABIA

## Masterclass

Activations: Pop-ups to the Everyday

Simon Wong

Executive Director Queen Street West BIA

**Queen** West

## Land Acknowledgement

**We acknowledge the land we are meeting on is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that Toronto is covered by Treaty 13 with the Mississaugas of the Credit.**



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# Queen Street West

A showcase of art, music, fashion  
and entertainment along one street

## Who Are We?



### Vision

Queen West brimming with music and art at every turn, celebrating creativity, community, and diversity. We are the dynamic and ever-changing neighborhood where Toronto's cultural identity comes to life.

### Brand promise: Our street is a canvas

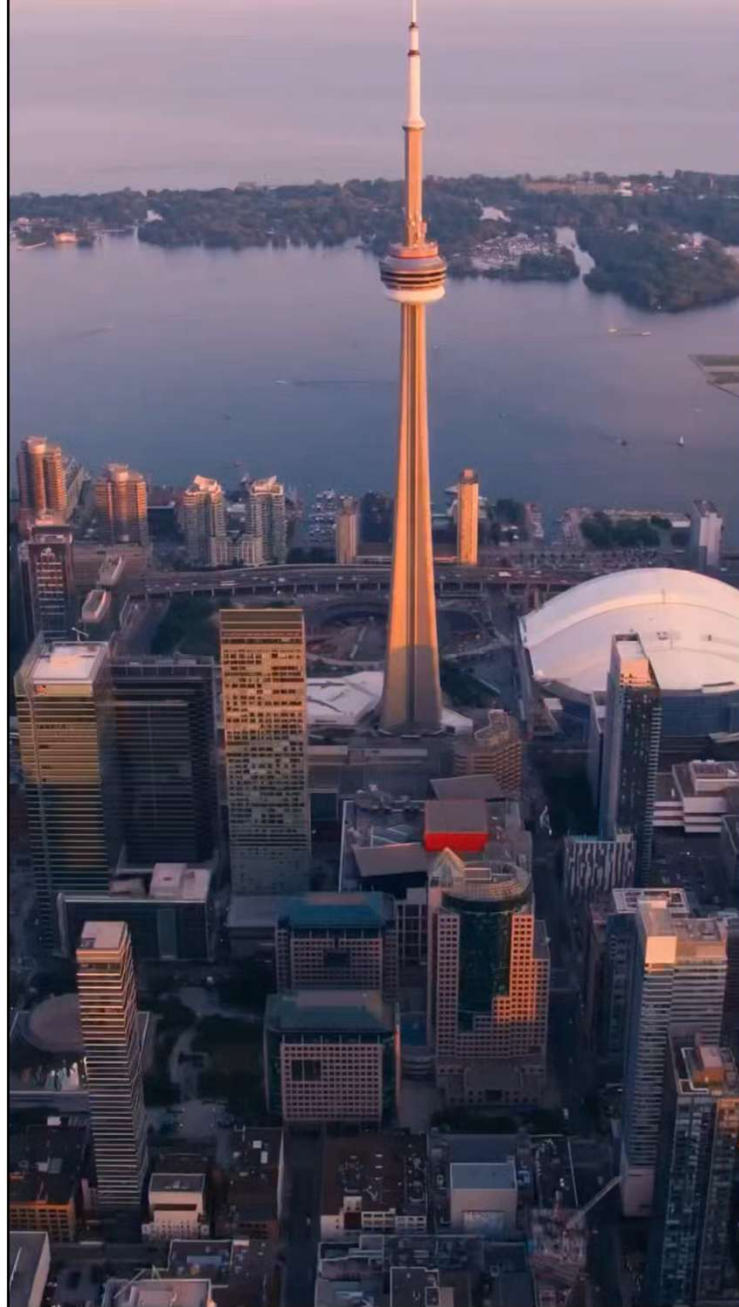
We are boldly committed to making Queen West the city's hub for creativity, music, and culture, opening our street to be a canvas for artists, musicians, designers, artisans, and entrepreneurs to colour and shape.

### Our Identity: Art is our anchor

Queen West has always been Toronto's home for creativity - not confined to galleries or museums, but out in the open; woven into shop windows, walls, and sidewalks.

## Video Link

<https://www.instagram.com/p/DWCagIzCcl1/>



# QUEEN STREET WEST

“OUR STREET IS OUR CANVAS”



QW

# Music to your ears.

Experience Queen West's famous live music.

**Queen West** Go on a Queen West quest.

# Dress like a Queen.

Explore vintage and fashion on Queen West.

**Queen West** Go on a Queen West quest.

# Paint the town.

Discover Graffiti Alley and Queen West's street art.

**Queen West** Go on a Queen West quest.

**Q<sup>w</sup>** 20°C

## About Us

Queen Street BIA celebrates and supports the people, places, and stories that define Toronto's creative core.

# Queen West

**Q<sup>w</sup>**

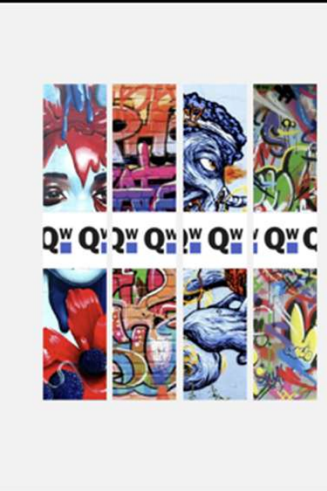
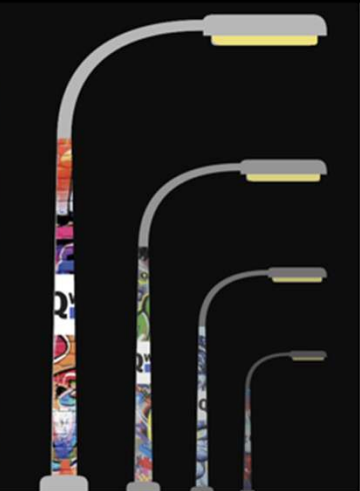
## Photo Competition

**Queen West**

**Q<sup>w</sup>** **Q<sup>w</sup>**

Francine Gabriela He

Chris Abatzis hauna Sum





# Creativity



**Creativity is not a talent.  
It's a way of operating.**

**Creativity doesn't have to be a big  
idea and be bound by time or budget.**

**Creativity and inspiration can come  
from anywhere and anyone.**

# What are some brands or companies that come to mind when you think creativity?

(Drop in the chat!)





# Case Studies



# Embracing Creativity



## 1. Pop-ups

- Flower Market
- Swift Station (Taylor Swift)

## 2. Public Art

- Reflector

## 3. Live Music

- Queen West LIVE

## Flower Market

**Idea:** Surprise & delight visitors and the Queen West community with a PWYC (pay what you can) flower market from the BIA.

All proceeds donated to local food banks

### Why It Works:

- Animate an intersection with an accessible, interactive activity that builds community in the Downtown
- Who doesn't like flowers?

### Video Link

<https://www.instagram.com/p/DJhVpQQNRr1/>



## Swift Station Taylor Swift Pop-Up Experience

**Idea:** Capitalize on “Swiftconomics” and create a free, accessible fan experience with a nod to Toronto.

### Why It Works:

- Activated vacant store fronts
- Created a destination for Queen West and reason to spend the day and increase dwell time
- Supported member businesses and encouraged Shop, Dine, Visit on Queen West

### Video Link

<https://www.instagram.com/p/DCb2ChSR7OY/>



## Reflector

### Reflections of Queen West

**Idea:** Activate “Reflector” during Nuit Blanche by creating an interactive experience with public art.

#### Why It Works:

- Supported Artist vision, by taking it to a new level with video projections
- Educate visitors about the BIA and encourage them to interact with public art
- TABIA Activations Award

#### Video Link

<https://www.instagram.com/p/DPTqnrjQxU/>

an interactive  
art projection

## Queen West LIVE Music Series

**Idea:** Combate the #1 complaint with construction, by turning noise into music and activate our corridor with live music everywhere during slower winter months.

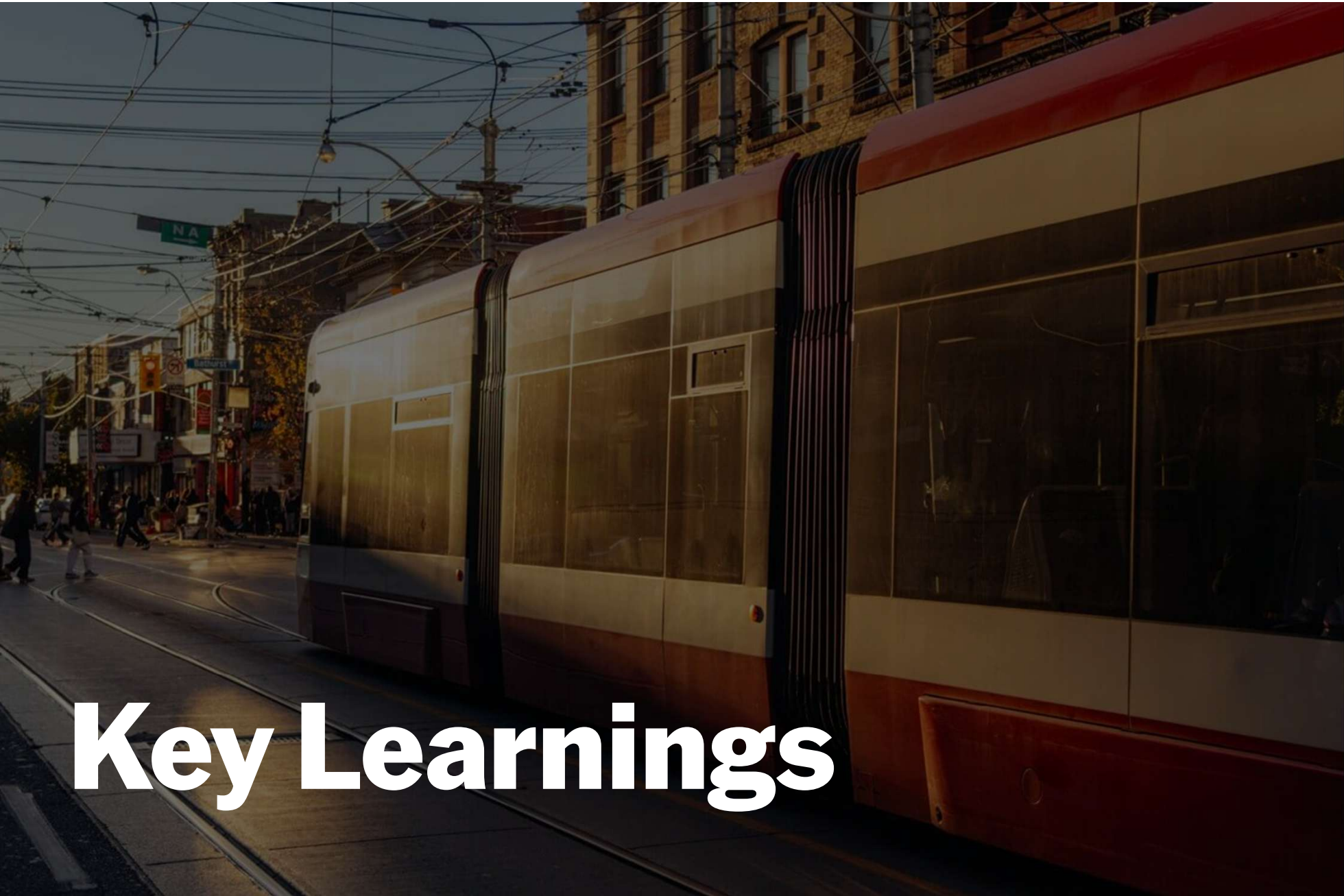
### Why It Works:

- Brought music to conventional and non-conventional spaces, turning our member businesses into live music venues overnight
- Support local artists and live music scene

#### Video Link

<https://www.instagram.com/p/DTyEOjVCdTa/>





# Key Learnings

## Key Learnings

- **Rethink Space**

Challenge what space is available to you, from owned spaces to your businesses to vacant storefront. We all collectively have a whole neighbourhood to animate and activate.

- **Act as a Connector**

Many member businesses may not fully engage with BIA-led initiatives or know their neighbours. Work together to facilitate the connections and build networks.

- **Creative Marketing**

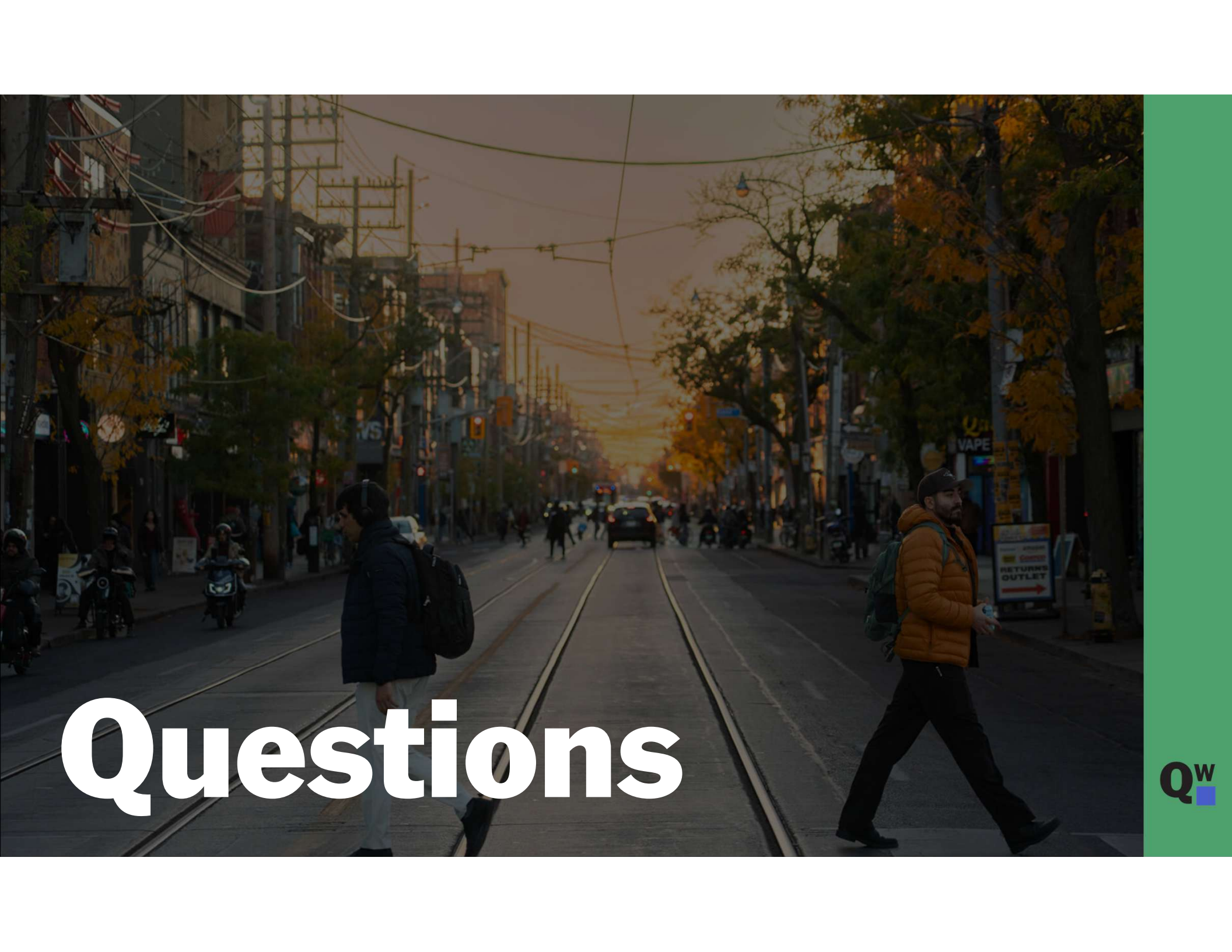
Creating a unique idea and mystery for any event or pop-up experience is key to driving both attendance and media attention and standing out from others.

- **Align with City Priorities**

Support City initiatives and strategy from Sidewalks to Skylines, Culture For All, Toronto Music Strategy when developing ideas to garner increased support for grants.

- **Be Authentic**

Stay true to your neighbourhood – it's past, heritage, culture and what it is known for and reinforce with consistency in how you show up.



# Questions

# Spring/Summer Events Calendar

**23**  
MAY

## Flower Market

300 Queen St W (Queen and Soho)

PWYC (Pay What You Can) and build a beautiful floral bouquet

**20**  
JUN

## Shop the Block

Bathurst St to Simcoe St

Shop along Queen West's sidewalk sale.

**27**  
JUN

## Queen West LIVE

486 Queen St W (Queen and Denison)

Enjoy a free live music outdoor concert at our Denison St stage

**28**  
JUL

## Pride at Reflector

300 Queen St W (Queen and Soho)

Dance, celebrate and have fun at Reflector while a live DJ spins great music

**2**  
JUL

## The Final Kick

15 Denison Ave (Queen and Augusta)

A parking lot party celebrating soccer and the world.

**11**  
JUL

## Dog Market

486 Queen St W (Queen and Denison)

Shop, play and celebrate all things dogs hosted by Toronto Dog Moms

**22**  
AUG

## Queen West LIVE

Bathurst to Simcoe

Experience live music at iconic venues to pop-up spaces

**Queen**West

@queenstreetwest  
queenstreetwest.ca

## Follow Us For More

@queenstreetwest

queenstreetwest.ca





**Continue the conversation**

**Simon Wong**

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[queenstreetwest.ca](http://queenstreetwest.ca)

A nighttime photograph of a city street in Queen West, Toronto. The scene is illuminated by streetlights and building lights, creating a vibrant urban atmosphere. In the foreground, a brick building features graffiti that reads "BLAKE" and "LIVES". A yellow building is visible in the middle ground. The street is lined with parked cars and buildings with lit-up windows. In the background, modern high-rise buildings are visible against the dark sky. A large white hand graphic is visible on the right side of the image.

# Thank You

**Queen** West